

Marcelo Mario Berta

Principal Product / Senior UX/UI Designer

Marcelo.Berta@gmail.com • 703.656.5388

▪ Washington D.C. Metropolitan Area

Self-driven, well organized, detail oriented professional with over 18 years in product management and design. Expert in graphic/web and layout design, wireframe and prototype design, front-end development patterns & concepts, project management, UX and UI design, and design systems. Demonstrates strong work ethic to achieve goals and meet timelines while displaying effective multi-tasking, and time management skills. Strong interpersonal and communication skills coupled with firm behavioral management techniques, able to cultivate excellent rapport with all internal and external team members.

QUALIFICATIONS SUMMARY

- *Program/Product Management:* Skilled in conceptualizing and executing program vision from start to finish, achieving complex milestones while adapting to change and shifting priorities.
- *Team Leadership:* Adept at building and supporting cross-functional teams to increase customer satisfaction through process improvements.
- *Technical Proficiencies:* Figma, User-Testing, User-Centered Design, Human Centered Design, Human Computer Interactions, HTML5, CSS3, Sass, Less, Flex-Box, CSS Grid, Material, Component Library Design, Microsoft Office.

PROFESSIONAL EXPERIENCE

Five9, San Ramon, CA Senior Product Designer

June 2021 – Present

Collaborate with product owner, developers, engineers, and fellow designers to produce innovative products that meet business goals and customer needs while leading the design efforts for the WFO cloud product offering. Research customer needs and pain points to develop creative solutions and identify areas of improvement.

- Leading the design efforts from concept to launch, including user research, prototyping, and testing with customers for a Work Force Optimization Product (WFO) offering in the iPaas Customer Call Center application space.
- Utilize strong communication skills to assess risk, problem solve, and update changes resulting in the design of full featured products with nine different cohesive areas, in as short of time as nine months getting design several months ahead of development.
- Helped lead and support in the large-scale design system which had many nested components, and a highly optimized component structure, that gave great flexibility when laying out UX workflows while not being too rigid in limiting user interface needs, all while acting as a strict guide to maintain adherence to uniformity and consistency.

Freddie Mac, McLean, VA Senior UI/UX Designer

Oct 2018 – June 2021

Partnered with cross-functional teams to produce interactive digital applications, cross-platform experiences, and prototypes to test concepts with potential users. Operated in an agile environment to translate customer needs into UX and UI designs that are user-friendly and intuitive.

- Conducted real-time extensive UX research and held interviews to better understand the processes used by mortgage loan administrators, underwriters, and lenders with their broker network, resulting in an intuitive, modernized B2B interface system with no disruptions in current workflow.
- Led the design of three different products while training and mentoring 12 designers in the creation of sketches, wireframes, and mockups of web interface to generate webforms, and non-editable UI screens that would work in

tandem with the current CSV/JSON data consumption patterns to meet the customers' needs and help alleviate the reconciliation of data and processing loans.

CenturyLink, Reston, VA
Senior UI/UX Designer

Dec 2016 – Oct 2018

Spearheaded digital transformation for the consumer digital experience. Created innovative and elegant digital experiences anchored by research and data-driven design. Produced research, customer journeys, wireframes, flow diagrams, visual mock-ups, and design standards to drive projects that have immediate impact on the business in addition to shaping long-term strategies.

- Partnered with CEO, CTO, and iOS developer to ideate, plan, and execute on a CISA centered app to detect vulnerabilities in IT infrastructure, and simplified its design for mass adoption.

PlanetRisk, Vienna, VA
Senior UI/UX Designer

Jan 2018 – May 2018

Led the end-to-end design process and improved UX strategy to develop an enterprise security solution application for both desktop and iOS Mobile.

- Improved UX workflows and UI design for a private security enterprise product by combining several security maps, data, and table interfaces into one web and iOS app creating a more intuitive, user friendly interface for customer.

Additional Experience

UI Designer, Startgrid Inc., San Francisco, CA	2015 - 2017
UI/UX Designer/Developer, NCQA, Washington D.C	2016 – 2016
UI Developer i360 Inc., Arlington, VA	2015 – 2016
Front-end Developer/Web App Designer, SpinsSys Inc., Sterling, VA	2014 – 2015
Senior Consultant UX/UI Design, Booz Allen Hamilton, McLean, VA	2013 – 2014
VP of UX/Senior UI Designer, Webtalk Inc., St. Petersburg, FL	2010 – 2013
Senior Graphic Designer, Apogeelnt.com, St. Anthony, ID	2008 – 2010
Graphic & Web Designer, Batanga.com, Greensboro, NC	2007 – 2008
Graphic Designer & Print Designer, Kuality Design LLC, Fairfax, VA	2002 – 2023

EDUCATION

Integrated Studies, Graphic Design, Information Technology, Internet & Multimedia Studies
George Mason University ▪ Fairfax. VA ▪ 2015

Master of Science, Human Computer Interaction (HCI)
Iowa State University ▪ Ames, IA ▪ Completed 1 year

LICENSES & CERTIFICATIONS

UX Design Principles for AR & VR
NYU Tandon School of Engineering, 2020

Language

Spanish, Fluent
English, Fluent